

CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

MESSAGE AND MEDIA
100 ALBANY STREET
NEW BRUNSWICK, NJ 08901

<u>Contract / Revision</u> 342866 /		<u>Alt Order #</u>
<u>Product</u> Political		
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Estimate #</u>	
<u>Advertiser</u> MENENDEZ FOR SENATE		<u>Original Date / Revision</u> 10/18/12 / 10/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCAU	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42907		<u>Advertiser Ref</u> 16339

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	10/23/12	10/29/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F		:30			NM	7	\$1,375.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF--				6	\$200.00			
Week:		10/29/12	11/04/12	M-----				1	\$175.00			
N 2	WCAU	10/23/12	10/29/12	6A-7A M-F	6A-7A M-F		:30			NM	7	\$4,200.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF--				6	\$600.00			
Week:		10/29/12	11/04/12	M-----				1	\$600.00			
N 3	WCAU	10/23/12	10/29/12	7A-9A TODAY SHOW	7A-9A M-F		:30			NM	7	\$10,500.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF--				6	\$1,500.00			
Week:		10/29/12	11/04/12	M-----				1	\$1,500.00			
N 4	WCAU	10/23/12	10/29/12	9A-10A TODAY SHOW 2	9A-10A M-F		:30			NM	5	\$1,375.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF--				4	\$275.00			
Week:		10/29/12	11/04/12	M-----				1	\$275.00			
N 5	WCAU	10/23/12	10/26/12	3P-4P M-F ELLEN	3P-4P M-F		:30			NM	4	\$3,000.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF--				4	\$750.00			
N 6	WCAU	10/29/12	10/29/12	3P-4P M-F ELLEN	3P-4P M-F		:30			NM	1	\$500.00
		LUR										

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

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<u>Advertiser</u> MENENDEZ FOR SENATE		<u>Estimate #</u>
<u>Original Date / Revision</u> 10/18/12 / 10/18/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$500.00												
N 7	WCAU	10/23/12	10/26/12	4P-5P NBC10 NEWS	4-5P M-F		:30			NM	4	\$2,600.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$650.00												
N 8	WCAU	10/29/12	10/29/12	4P-5P NBC10 NEWS	4-5P M-F		:30			NM	1	\$400.00
LUR												
Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$400.00												
N 9	WCAU	10/23/12	10/26/12	5-6P NBC10 NEWS @ 5	M-F 5-6P M-F		:30			NM	4	\$3,400.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$850.00												
N 10	WCAU	10/29/12	10/29/12	5-6P NBC10 NEWS @ 5	M-F 5-6P M-F		:30			NM	1	\$500.00
LUR												
Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$500.00												
N 11	WCAU	10/23/12	10/26/12	6P-630P NBC10 NEWS	6P-630P M-F		:30			NM	4	\$4,600.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$1,150.00												
N 12	WCAU	10/29/12	10/29/12	6P-630P NBC10 NEWS	6P-630P M-F		:30			NM	1	\$800.00
LUR												
Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$800.00												
N 13	WCAU	10/27/12	10/28/12	6P-630P NEWS SAT	6P-630P		:30			NM	1	\$850.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$850.00												
N 14	WCAU	10/23/12	10/28/12	630-7p Nightly News	630-7p		:30			NM	1	\$1,200.00
LUR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTFSS <u>Spots/Week</u> 1 <u>Rate</u> \$1,200.00												
N 15	WCAU	10/23/12	10/29/12	730P-8P M-F	730P-8P M-F		:30			NM	5	\$4,000.00
LUR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$775.00												
Week: 10/29/12 11/04/12 M----- <u>Spots/Week</u> 1 <u>Rate</u> \$900.00												
N 16	WCAU	10/23/12	10/26/12	11-1135P M-F LATE NEWS	11P-1135P		:30			NM	3	\$7,200.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 3 <u>Rate</u> \$2,400.00												

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FOR NBC & TELEMUNDO STATION CONTRACTS:

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FOR NBCE CONTRACTS:

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<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Product</u> Political
<u>Advertiser</u> MENENDEZ FOR SENATE		<u>Estimate #</u>
<u>Original Date / Revision</u> 10/18/12 / 10/18/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 17	WCAU	10/23/12	10/26/12	TONIGHT SHOW W/JAY LEI	1135P-107A		:30			NM	4	\$3,000.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-TWTF--				4	\$750.00			
N 18	WCAU	10/29/12	10/29/12	TONIGHT SHOW W/JAY LEI	1135P-107A		:30			NM	1	\$550.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	M-----				1	\$550.00			
N 19	WCAU	10/29/12	10/29/12	8-10P MO THE VOICE	8P-10P		:30			NM	1	\$6,000.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	M-----				1	\$6,000.00			
N 20	WCAU	10/27/12	10/27/12	6A-7A SATURDAY	6A-7A SA		:30			NM	1	\$250.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S-				1	\$250.00			
N 21	WCAU	10/27/12	10/27/12	7A-9A SATURDAY	7A-9A SA		:30			NM	1	\$550.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S-				1	\$550.00			
N 22	WCAU	10/27/12	10/27/12	9-10A SA 10! SHOW	9A-10A		:30			NM	1	\$650.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S-				1	\$650.00			
N 23	WCAU	10/28/12	10/28/12	6A-8A SUNDAY	6A-8A SU		:30			NM	2	\$350.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S				2	\$175.00			
N 24	WCAU	10/28/12	10/28/12	8-10A SUNDAY	758A-956A SUNDAY		:30			NM	1	\$525.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$525.00			
N 25	WCAU	10/28/12	10/28/12	1130A-12P SUN @ ISSUE	1130A-12P		:30			NM	1	\$100.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$100.00			
N 26	WCAU	10/28/12	10/28/12	10A-1030A SUN CHRIS MTT	10A-1030A SU		:30			NM	1	\$1,000.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$1,000.00			
N 27	WCAU	10/27/12	10/27/12	930-10A SA OPEN HOUSE	930A-10A		:30			NM	1	\$225.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S-				1	\$225.00			

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<u>Advertiser</u> MENENDEZ FOR SENATE		<u>Original Date / Revision</u> 10/18/12 / 10/18/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	10/22/12-10/28/12	930-10A SA OPEN HOUSE	930A-10A	-----Sa--	:30		\$225.00	NM		
	See MG 27.2											
	PREEMPT-PROGRAM CHANGE											
	2	WCAU	10/22/12-10/28/12	10-1030A GEO TO RESCUE	10A-1030A	-----Sa--	:30		\$225.00	NM		
	Ⓜ MG for 27.1 10/27											
Totals											71	\$59,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	60	\$47,500.00	\$40,375.00
10/29/12 - 10/29/12	11	\$12,200.00	\$10,370.00
Totals	71	\$59,700.00	\$50,745.00

Signature: _____ **Date:** _____

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